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BA (Hons) Journalism & Public Relations
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Highly regarded by employers, a Public Relations degree from the University of Lincoln can open doors.

Study at undergraduate or postgraduate level and you will explore the role of PR in commercial and not-for-profit organisations in a global context. Alongside developing a critical understanding and international approach to the world of PR and strategic communications, you will benefit from our strong links with the industry.

Courses are recognised by the Chartered Institute of Public Relations and we are one of only 13 partner universities with the Public Relations Consultants Association. Students choose Lincoln because of our excellent graduate employment prospects, high student satisfaction and state-of-the-art campus set in a vibrant and historic city.

Excellent graduate employment I High student satisfaction I World-class research I Historic city centre location

Find out how a University of Lincoln PR qualification could make a difference to your future:

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www.lincoln.ac.uk
What is PR? What it is, why choose public relations and how much you can earn. Get the lowdown on the industry

The PR Personality Do you have what it takes for a career in public relations? Take our quick quiz and discover whether your personality makes you a perfect fit

Career Case Studies Two PR practitioners talk about their careers, how they got started and what they love about the industry

Sector Spotlight A guide to industry sectors

And specialisms – find a role that matches your background and interests

A Typical Day A day in the life of two PRs

Courses & Qualifications What qualifies you for a career in PR?

Landing Your First Job Expert tips and guidance on how to maximise your chances of landing that precious first PR role

Ask The Expert LivingSocial UK & Ireland communications director Rebecca Barr has some top tips on getting started in PR

Careers in Public Relations is published in association with the Chartered Institute of Public Relations (CIPR) and the Public Relations Consultants Association (PRCA)

THE CIPR is the professional body for public relations practitioners in the UK. With more than 10,000 members involved in all aspects of the public relations industry, it is the largest body of its type in Europe. The CIPR advances the public relations profession in the UK by making its members accountable through a code of conduct, representing its members and raising standards through education and training.

THE PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

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GET IN TOUCH
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Online: www.prca.org.uk
Twitter: @PRCA_UK
Facebook: facebook.com/pages/PRCA/172425106193430
WHAT IS PUBLIC RELATIONS?

With no two days the same, the chance to pursue your passions and be paid a great salary – public relations is the career of choice.

WHAT’S IT ALL ABOUT?

Public relations, or PR, is about reputation. Every organisation, whether it’s a business, profession, public service or charity, depends on its reputation for survival and success.

Customers, employees, investors, journalists and regulators all form opinions about the organisations they deal with. Public relations professionals make sure this opinion is positive.

They do this through media relations and lobbying, speaking at conferences, online viral campaigns, sponsorship and more.

Unlike advertising, media exposure gained through PR is not paid for. It is this third-party endorsement that gives the industry its power and credibility.

WORKING IN PR

The industry offers a wealth of opportunities. A PR job could see you organising events, participating in conversations on Twitter, writing press releases, placing stories in newspapers and magazines and promoting some of the world’s most exciting charities and brands.

WHY CHOOSE PR?

PR could be a perfect career for you if you have an interest or talent in:

- Art and design
- Business
- Communications
- Creative writing
- Current affairs
- Journalism
- Popular culture
- Social media
- Technology

“I’ve always loved writing and in PR it’s a great skill to have. You also need to have a keen eye for detail, be able to find a story in the bigger picture, be personable and sociable and engaged in global affairs. There is no other sector that lets me use all these skills on a day-to-day basis.

Cindy Yau is global internal communications executive at IHG and a graduate of the Taylor Bennett Foundation Internship Programme.

The average PR salary is £48,000 a year.

The PR consultancy industry grew by 6 per cent in 2011-2012.
GOING FOR GOLD

The PR team at Royal Mail were responsible for the campaign to promote the Gold Medal stamp programme for the London 2012 Olympic and Paralympic Games. Gold Medal Stamps, featuring shots of every team GB winner, were issued for sale the next day. Post boxes in the home towns of winning athletes were painted gold within 24 hours of victory to further raise awareness of the stamp programme. This was the first time Royal Mail had changed the colour of its iconic red post boxes and it generated a plethora of media coverage – the prime minister and mayor of London were both quoted praising the campaign.

A LITTLE GNOME FACT

A PR campaign by Ogilvy Public Relations combined a travelling garden gnome and some rarely known facts about gravity to bring precision weighing scales brand Kern & Sohn to an audience of over 350m in more than 150 countries. The Gnome Experiment sent a garden gnome with a set of branded scales around the world, charting the effect of gravity on its weight in different locations. The campaign brought scientific theory to life, sparking a global conversation and discussion of a topic most would have given no more than a fleeting thought.

ARE UV UGLY?

This PR campaign by Unity for Cancer Research UK played on the vanity of tanning obsessed teens to warn against the dangers of sunbeds. Skin-scanning UV cameras were used to create shocking visuals that formed the bedrock of the campaign by showing how sunbeds damage the skin. The activity was supported by celebrity talent from shows including Made in Chelsea and Hollyoaks, and launched during London Fashion Week 2012 – gaining front-page coverage in London’s Metro and live broadcasts on BBC Breakfast, Five News and Sky News.

THE PR SECTOR IS WORTH £7.5BN TO THE UK ECONOMY

MORE THAN 60,000 PEOPLE ARE EMPLOYED IN PR IN THE UK
WHAT IS WORKING IN PUBLIC RELATIONS REALLY LIKE?

The Chartered Institute of Public Relations is home to over 10,000 public relations practitioners in the UK. Our members are available to come to your school or college to tell students what it’s like to work in public relations and what skills and qualifications they will need to start a career in this exciting and fast-moving profession.

TO FIND OUT MORE
EMAIL CAREERS@CIPR.CO.UK
OR TWEET #PRCAREERS
THE PR PERSONALITY

Take our quick quiz on a PR’s typical traits and see if you’re a good fit for a future in the industry.

1. ARE YOU A GREAT WRITER?
   You will be expected to produce engaging articles, newsletters, annual reports and press releases for your organisation or clients. An excellent grasp of grammar and attention to detail are crucial.

2. ARE YOU INTERESTED IN CURRENT AFFAIRS?
   Burying your head in the sand is not an option. PR practitioners must be news aware and stay abreast of current trends and issues. Keeping up to date with the world around you is essential when advising clients or brainstorming campaign ideas.

3. ARE YOU A GOOD COMMUNICATOR?
   You must be confident talking to a range of audiences – your role may include presenting to clients, dealing with journalists and meeting groups important to your organisation or client.

4. DO YOU COPE WELL UNDER PRESSURE?
   A PR role is incredibly varied and deadline driven so you must be able to organise your workload. If you are looking for a nine-to-five job then PR is probably not for you – your position could involve early starts, late finishes or working at the weekend.

5. DO YOU HAVE A CREATIVE STREAK?
   The ability to think creatively is essential to success in PR. This applies to writing and to coming up with fresh new ideas and imaginative concepts for promoting an organisation or an idea to the public and the media.

6. DO YOU USE SOCIAL MEDIA?
   Digital and social media are now a fundamental part of the PR mix and there are likely to be plenty of opportunities to make the most of your social media savvy.

7. DO YOU ENJOY SOCIALISING?
   Sounds like a lot of hard work? PR also provides plenty of opportunities for fun – it is often easier to build relationships with journalists and clients in a social setting. If you enjoy socialising and meeting new people PR is a great choice.

MOSTLY YES?
If you answered mostly “yes” then you and public relations could be a match made in heaven. You have the skills, interests and personality traits you need to forge a successful career in the industry. Read our career case studies (p8) to find out more about day-to-day life as a PR professional. Or use our sector spotlight (p10) to learn about industry specialisms and find the career path that best suits your background and interests. Once you’re sure public relations is your career of choice read expert tips for guidance on making your first move into the profession (p16).
Careers in Public Relations

WHAT IS IT LIKE TO WORK IN PR?

SOHILA SAWHNEY
Communications officer, Drinkaware
@Sohila_Sawhney

HOW DID YOU GET STARTED IN PR?
Following an undergraduate degree in European politics I completed a lengthy policy and communications internship with Addaction, the UK’s largest drug and alcohol treatment charity. The work, while largely policy oriented, thrilled me. It eggged me on to read for a Masters in international public policy and when the course ended I found a role with a small PR agency focusing on charity communications. A year later I joined Drinkaware’s in house communications team.

WHAT’S A TYPICAL DAY LIKE?
I love my job with Drinkaware. As with most jobs, my days vary. Sometimes I’ll be inundated with media requests and other days will be consumed with writing copy for factsheets or reading the delightful things people write on Twitter using #Drinkaware. It’s a small team, but we manage to generate lots of coverage, both for the charity and to raise awareness and help people change their drinking behaviour for the better.

WHAT’S YOUR FAVOURITE THING ABOUT YOUR JOB?
I used to act when I was at school and I think this influences my favourite thing about my job, which is to write media briefings and prep our spokespeople for interviews, be they on TV or radio. It’s also brilliant to see an article, feature or news piece you’ve slaved over appear in the news. This year, I made my first front page, which was thrilling.

WHAT ESSENTIAL SKILLS DO YOU NEED TO DO YOUR JOB?
The way Drinkaware communicates is quite informal, as we are trying to connect with consumers and nudge them to change their behaviour. At the same time we communicate with people as varied as medical experts, research agencies and digital experts, so it’s really important to know how to tailor your communications to different audiences. There’s also something to be said for having good, solid IT skills and I can never emphasis enough how important good grammar is.

WHAT ARE YOUR PLANS FOR THE FUTURE?
I’m keen for my next career move to be up the ladder, so either as a senior press and communications officer or, in a few years, a communications manager. I also hope to work with an international organisation further down the line – perhaps associated with the UN.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE STARTING OUT IN PR?
It’s really important to speak to people who work in the industry to get a real idea of what they do. I think it’s a misunderstood industry – not everyone is a spin-doctor! Get to know the way the media works, as press is one of the biggest avenues to improving or influencing the relationship organisations or people have with the public. And finally, if you can, get out and meet journalists or spend a day in a newsroom – it will help you understand the industry from the inside. But remember that there’s more to it than making headlines, and get creative about your channels.

It’s really important to know how to tailor your communications to different audiences.
Careers in Public Relations

MIKI HAINES-SANGER
Managing director and founder, Golden Goose PR
@Miki_HS

HOW DID YOU GET STARTED IN PR?
I always knew I wanted to work in the media, but thought the only two careers were print or TV journalism. A two-week internship at the BBC led me to a year-long position as a junior researcher, where I dealt with PR people regularly. I thought I'd like to try working with brands – something I've always loved and been fascinated by – rather than TV shows.

WHAT'S A TYPICAL DAY LIKE?
Busy! I've scaled up, down and up again through a tough economic climate and I've had to be hands-on and committed. I genuinely love what I do, so getting on with it comes naturally. On a good day, I'll take a brief, brainstorm it with my team, create an idea we believe in and we'll pull a pitch together. There'll be client meetings in between, calls to journalists and sometimes on a bad day there's a crisis. It's hugely varied.

WHAT'S YOUR FAVOURITE THING ABOUT YOUR JOB?
I love the fact that PR at its best can drive change in consumer thinking and habits. We can manage reputations and build perception in a truly engaging way. When applied to social responsibility, we can help to achieve incredible results.

WHAT ESSENTIAL SKILLS DO YOU NEED TO DO YOUR JOB?
It comes down to caring about brands and clients and their need to channel their messages to the public. If you truly care, then you notice stories in the media, the way a brand uses various media platforms to deliver a message, and you learn from campaigns and news unfolding around you. The best people in PR pay attention to the smallest of details. With social media we're learning every day and it's our job to know, advise and create using every form of communication. Creativity is also crucial. The more you know, the more you can create with – this is the way to groundbreaking campaigns and happy clients.

WHAT ARE YOUR PLANS FOR THE FUTURE?
Successfully sail through the next few years producing campaigns that not only generate masses of positive coverage but which truly make an impact across their target markets. I'd like to devise and execute a corporate social responsibility initiative for a major brand. To me, work like that is hugely fulfilling – all this while somehow successfully juggling being a mum to my growing family.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE STARTING OUT IN PR?
Don't go in house too early – you will benefit from getting used to the pace and the variety of consultancy life. Don't think any small task is a waste of time, even if you're making coffee for a meeting. The way you walk into the room will make an impression with the client – and by showing willingness your account teams will gain confidence in you. The best PRs are grafters, it's only by really wanting to be the best and caring about the details that you will do well.

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Careers in Public Relations
From sport to science, fashion to finance, a PR career will leave you spoilt for choice

SECTOR SPOTLIGHT

PURSUE YOUR PASSION

Mad about sport? Crazy for technology? Fanatical about film? Whatever your love, a career in public relations could allow you to pursue your passion.

PR encompasses an incredibly broad spectrum of sectors and there are public relations roles within all sorts of industries and organisations – from charities to fashion houses and oil refineries. With such a breadth of industries and sectors covered you are sure to find something that suits your interests, skills and background.
Whether it’s to manage perceptions of the takeover of a Premier League football club, publicise a TV channel’s latest sports coverage or promote the opening of a local leisure centre, sports organisations of all sorts and sizes need PRs. So whether you’re into football or fencing there could be a role that’s a perfect fit for you.

Music industry public relations professionals are charged with providing artists, record labels, festivals and award events with a mix of promotional support. If you get excited by the prospect of hosting the latest must-see gig, or helping the newest chart-topping talent on their way to global superstardom, music PR could be for you.

Pursue a public relations career in the glamorous fashion and beauty sector and you could end up working with some of your favourite fashion brands, designers and retailers. Public relations roles frequently involve networking with leading fashion journalists and bloggers and organising promotional events, product launches and photo shoots.

Google. Facebook. Apple. The technology industry is home to some of the world’s biggest and most innovative and exciting brands. From groundbreaking start-ups to global giants, tech PRs often find themselves at the forefront of this fast changing industry – sharing the latest cutting-edge developments with the rest of the world.

If politics and public policy float your boat then a PR career could enable you to immerse yourself in this world. You could be working with local, national and international government, or non-governmental organisations and pressure groups and political think-tanks to help shape the future of society.
07:30  My alarm goes off! I get straight up and dash to the bathroom before my fiancée. A scalding hot shower helps me wake up.

08:00  Make myself a cup of coffee and park myself on the sofa. Watch the news headlines to make sure I haven’t missed any major world events while I’ve been sleeping and scan Twitter on my phone, making a note of any interesting tweets as I go.

08:20  Feeling relatively refreshed, it’s time to make the quick drive to work.

08:30  I catch up on emails that have been sent overnight and fire up Twitter.

09:00  After sifting through my emails I’ve collected a few news stories and job vacancies that could be added to our website. I publish them, making sure to schedule updates about the new content on our social media accounts over the coming hours.

10:00  I’m asked to attend a school games competition we’re running to take some photos for a press release. I also take our video camera to interview the elite athlete we’ve invited to the event. Their quotes will be great for the release and I’ll also put together a video of the event for our YouTube channel.

12:30  I head back to the office for lunch. While I eat I flick through our various social media platforms to see if the updates have elicited a response from followers. After lunch a few of us have a quick game on the office’s portable table tennis. I lose.

13:00  I write up a press release for the school games competition. I always find it better to write releases immediately after an event so the feelings of the day are still fresh.

14:30  My colleagues and I discuss a communications strategy for the North East Disability Sports Awards that we are planning with our sister organisations in Durham, Northumberland and Tees Valley. We debate how best to connect with clubs, coaches and participants to increase nominations.

16:00  Time to add more content to the website and have a final check of our social media profiles before I leave for the day.

16:30  I head home and spend a few hours scouring Twitter for some interesting blogs to read. I’m trying to gather some ideas for my own PR blog.

20:00  I eat dinner with the other half and watch TV for a few hours. Not long before midnight I head upstairs for a few hours’ sleep, ready to do it all again tomorrow.
07:15 My alarm goes off. I roll up the blinds as the morning sun is the best way to wake me up. I routinely turn on the news and listen to the latest headlines.

07:30 I have a quick shower and carry out my morning beauty regime. If there is time, I have a bowl of cereal and toast.

08:30 My second alarm of the day goes off, telling me to leave my house. I catch the bus to work and browse through Twitter on my mobile.

09:00 I arrive at the office and begin the day with a morning read of the newspapers, writing up coverage of today’s news for the communications team. I tweet any relevant news to our followers.

10:30 The team grab a coffee and have a quick morning meeting to discuss plans for the week and months ahead. My tasks for the day include writing a press release, studying through PRCA training webinars and working on an assignment for my diploma.

10:50 I watch a webinar on writing skills. The webinar teaches the correct way to write and format a press release. I now feel confident about writing my own. I forward the press release I have written to my mentor and he provides me with feedback on where I have done well, recommending improvements. I finish by publishing the press release to the PRCA news page and Twitter.

13:00 I head to lunch and have a stroll around Victoria to get to know the area a little better.

14:00 After lunch, I check my emails for any new task from the team. Because I’m taking a qualification while working I have to complete assignments. Today I am writing a report on my understanding of the purpose of public relations. I have to research the different types of public relations and how they affect a company’s success.

17:00 I update my e-portfolio and upload evidence of what I have learnt and written today – the press release and the webinar I watched. I mark the evidence against the units of my diploma so it can be assessed. I also have a quick review of my day with my mentor.

18:00 The day finishes but before I head home I write a “to do” list for tomorrow.

18:25 I live locally so I get home pretty quickly. I prepare tonight’s dinner, which is normally a quick meal – spaghetti Bolognese.

20:00 I finally get to put my feet up and watch some TV. I call my sister for a catch up as she wants to know how my PR apprenticeship is going I settle into bed by 10pm.
PR APPRENTICESHIPS:
A REAL PR JOB, IN A REAL PR CONSULTANCY OR IN-HOUSE TEAM. AS A HIGHER APPRENTICE YOU WILL LEARN ON-THE-JOB, PICKING UP SKILLS AND CV-ENHANCING EXPERIENCE WHILE STUDYING FOR NATIONALLY RECOGNISED QUALIFICATIONS. A GENUINE OPPORTUNITY TO ‘EARN WHILE YOU LEARN’ IN AN EXCITING, VARIED AND CHALLENGING INDUSTRY.

WANT TO FIND OUT MORE?
Contact prapprentice@prca.org.uk or call Alice and Leanne at PRCA on 0207 233 6026
A COMPETITIVE EDGE
MAKE SMART CHOICES AND GET AHEAD OF THE GAME
The PR industry is inundated with people from many different types of educational background and, whether you are a recent school leaver or university graduate, your past choices need not prove a barrier to a fruitful career.

But the PR jobs market is fiercely competitive and no matter what stage of your education you are at, thinking carefully about the next step could give you a head start.

PROFESSIONAL QUALIFICATIONS
The Chartered Institute of Public Relations (CIPR) and the Public Relations Consultancy Association (PRCA) both deliver professional qualifications for those looking to kick-start their career or undergo training while on the job. Qualifications are available for practitioners at all levels – from new starters to managers.

Qualifications are available at the following levels:
- Apprenticeships
- Foundation
- Certificate
- Diploma

More information on training and qualifications offered by the CIPR and the PRCA is available online.
- CIPR: cipr.co.uk/qualifications
- PRCA: prca.org.uk/qualifications

A LEVELS
When deciding which A-levels to take it is important to consider those that will set you on the right career path, but you should choose subjects that you enjoy and play to your strengths.
If you’re considering a PR career you could think about taking the following A-levels:
- Business studies
- Computer studies or IT
- English language
- History
- Media studies
- Politics
- Psychology
- Sociology

UNIVERSITY
A degree is not a prerequisite for a career in public relations. But if you are considering going to university one route is a PR degree.

The Chartered Institute of Public Relations (CIPR) approves more than 50 undergraduate PR courses at 25 different universities.

The Public Relations Consultancy Association (PRCA) runs a partner university initiative that provides networking opportunities for students with PR agencies and in house communications teams.

Information on CIPR approved courses and the PRCA partnership scheme is available online.
cipr.co.uk/universities
prca.org.uk/partneruniversity

There are many other undergraduate courses that provide a good grounding for embarking on a career in PR. These include:
- Advertising
- Business
- Communications
- Creative writing
- Digital media
- English
- Journalism
- Marketing
- Media
- Politics
- Social sciences

COURSES AND QUALIFICATIONS
LANDING YOUR FIRST JOB

So you’ve decided that public relations is the career for you – now comes the tricky bit...

WORK PLACEMENTS AND INTERNSHIPS
An internship or work placement shows a potential employer you can perform the work expected of you in an entry-level PR role.

Multiple work placements look great on a CV, but quality is much more important than quantity.

A quality placement will give you real-world experience. You don’t want to be stuck making coffee all day. Make sure you will be given plenty of opportunities to produce written materials and to work on real campaigns.

Guidance provided by the CIPR and the PRCA advises that those undertaking a PR internship or work placement should expect:
► an agreed work plan with the employer;
► constructive feedback to develop your career;
► to be guided on the first day and throughout your employment;
► to be paid at least the national minimum wage;
► full training on all software and equipment;
► to be treated with the same respect as other employees.

The PRCA and PR Week launched a campaign to increase the number of paid internships. Since then the PRCA’s list of consultancies and in-house teams that pay their interns has grown to more than 100.

cipr.co.uk/internships
prca.org.uk/intern_campaign

APPRENTICESHIPS
Apprenticeship schemes offer an alternative route into PR for non-graduates. They are seen as the gold standard in on-the-job training and offer a structured learning and development programme. Many of the UK’s top PR consultancies run schemes that are open to entrants from all educational backgrounds.

The PRCA runs a nationally recognised apprenticeship programme on which participants work towards national qualifications equivalent to a foundation degree. The programme targets young people who have chosen not to pursue a university degree.

prapprenticeships.com

NETWORKING
An internship is a great way to begin making contacts in the industry and these contacts could eventually lead to a full-time role. Networking will help you build an increasingly bulging contacts book and open up more opportunities for work.

Going along to industry events and seminars is a good start. These will help you learn more about the PR world and will often provide opportunities for face time with industry major players.

The digital age also means networking can now take place in the online sphere. Don’t just focus on Facebook, join professional social networks such as LinkedIn, and get involved with relevant online groups and discussion forums.
CV WRITING
Double check for typos: copywriting and proof reading are a big part of PR so you must demonstrate you can do this well.

Have you included a unique selling point: what is the reason you should get the job over all the other applicants?

Start with a bang: include a couple of interesting bullet points about yourself at the very top of your CV – everyone has a name, age and address.

INTERVIEWING
Come prepared: research recent news articles you can talk about as examples of a good PR story.

Show confidence: cold-calling journalists is a tough job and it takes a certain type of character to deal with the many knockbacks.

Outside interests: don’t be afraid to bring up things you do outside of work. Anyone who gives up time to commit to a sport or work for a charity is likely to show the same commitment to their job.

Sell yourself: what have you done to prove an interest in the industry? If you worked for a student newspaper or hospital radio bring it up and explain how the experience will benefit you.

WHERE TO LOOK
GREAT PLACES TO FIND ENTRY-LEVEL PR ROLES:

- Careers fairs
- CIPR Jobshop
  www.ciprjobs.co.uk
- CIPR apprenticeships, internships and work placement finder
  www.cipr.co.uk/work-placements
- PRCA jobs board
  www.prica.org.uk/pr-jobs
- The Guardian media section
- The Milkround
  www.milkround.com
- National Careers Service
- PRCA apprenticeships
- PRweek.com

Sara Stewart, managing director at PR consultancy Mad As A March Hare, shares her top tips for putting together a killer CV and wowing your way through the dreaded interview.
WHAT QUALITIES DO YOU LOOK FOR IN CANDIDATES FOR ENTRY-LEVEL PR ROLES?
A passion for a career in public relations is absolutely crucial. A real drive to succeed goes a very long way in PR and a candidate who really understands the industry, and loves it, will stand out, regardless of prior experience. Intelligence, a genuine love of both stories and people – PR, after all, has people at its core – and an ability to thrive under pressure and enjoy problem solving are also very valuable.

HOW IMPORTANT IS PRIOR EXPERIENCE?
Experience is undoubtedly a great benefit when looking for an entry-level role in PR, but it is certainly not the be all and end all. Transferable skills, a real love of public relations and a strong fit with the company, team or department you join will stand you in good stead.

Internships show a great level of commitment to a career in PR, and a taste of the day-to-day role is really helpful. They are a great way to learn how things work in the real world and to get a flavour of the different elements of PR. Although there is no single solution to finding that elusive first role in PR, I would encourage candidates to consider an internship.

IS IT NECESSARY TO HAVE A DEGREE IN PR?
There are no hard and fast rules on what it takes to be the perfect candidate in this industry, a degree in any subject helps candidates develop great transferable skills, from working well in teams, to juggling deadlines to good old-fashioned writing skills.

Although a degree in PR is a great indicator of dedication to a career in the sector, in my experience I have come across fantastic candidates with a diverse range of backgrounds, including science, Spanish, literature and Latin.

WHAT TIPS CAN YOU GIVE TO HELP CANDIDATES STAND OUT?
First and foremost, do your research. I always ask entry-level candidates to define what PR means to them and why they want to work for our company. Be creative in your answers – although a textbook definition of public relations certainly demonstrates your ability to research, an answer that shows you really understand the purpose of PR, what we do every day and why, will really wow me. Finally, a candidate who offers concise, well thought out ideas of things they would like to do for my brand, stories they have thought of, or a news article that may be relevant, or who asks great questions of their own, is sure to impress.

WHAT ARE YOUR THOUGHTS ON CONSULTANCY VERSUS IN HOUSE FOR A FIRST ROLE?
Both consultancy and in-house roles have a lot to be said for them, and which is best for each individual candidate is subject to their preferences. In-house roles offer a real taste of how PR contributes to the overall brand, and consultancy roles bring fantastic variety, often with diverse clients and an unparalleled opportunity to learn from colleagues and clients alike.
A FAMOUS BILLIONAIRE ONCE SAID “IF I WAS DOWN TO MY LAST DOLLAR, I WOULD SPEND IT ON PR.”

WE, LIKE BILLIONAIRE BILL, KNOW WHAT WE’RE TALKING ABOUT. WE RECRUIT THE BEST PR JOBS IN THE FIELD

BOARD DIRECTORS | ASSOCIATE DIRECTORS | SENIOR ACCOUNT DIRECTORS
ACCOUNT DIRECTORS | SENIOR ACCOUNT MANAGERS | ACCOUNTS MANAGERS
SENIOR ACCOUNT EXECUTIVES | ACCOUNT EXECUTIVES
JUNIOR ACCOUNT EXECUTIVES | ACCOUNT COORDINATORS

WE ARE RECRUITING

Account Executive
B2B Technology - up to £24k
- Global, household tech brands to work on
- They have added 5 people to the agency in the last 3 months - growth!
- Career development at the heart of the agency

Account Manager
B2B Technology - up to £37k
- Global agency, boutique culture
- International campaigns, creative cut-through strategies
- Chilled, grounded work environment, international secondments

Account Director
B2B Technology - up to £50k
- Lead the tech offering for a fast growing agency
- Build a team beneath you
- Get support from an MD who has had a stellar career

Senior Account Manager
Consumer / Lifestyle / Brands - up to £36k
- Prominent London agency
- Working across infamous brands

Account Director
Consumer / Lifestyle - up to £55k
- New business focus and looking for creative thinkers
- Mid-size agency, working with extraordinary brands

Associate Director
Consumer - up to £60k
- Boutique Agency
- Integrated campaigns lie at the heart of this agency
- Lateral thinker

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